



# Aims of the Campaign



- Investigate low uptake and redemption of Healthy Start Vouchers (HSVs) in Barton
- Following on from initial work by The Student Consultancy: Investigation into low uptake and redemption of Healthy Start Vouchers in Barton, Oxford



## Gathering data

- Attempts to convene focus groups were not successful – time constraints of service providers
- Attempts to talk to individuals in Children's Centres not successful – clashed with closure of universal services
- Survey Monkey survey of 11 Health Visitors and Midwives
- In depth telephone discussions with 2 Health Visitors and 1 Midwife for corroboration

# Feedback and Recommendations - local



- Better promotion of scheme in health and community settings
- Map of participating retailers for Midwives and Health Visitors to give out
- Drop in clinics and advice centres to give support and guidance on completion of application form
- Information sheet giving guidance on this
- Better promotion in participating retailers

# Feedback and Recommendations - national



- HSV Website – update map of registered retailers
- Form to be written in Plain English
- Audit of compliance of Midwives and Health Visitors across Oxfordshire
- Better process for Health Visitors to receive vitamins
- New locations for distribution of vitamins
- Look into vitamin expiry dates - possibility of them being lengthened?
- Investigate reasons for vouchers suddenly being stopped for those eligible

## Interventions



- Poster to be put up in community and health settings
- Articles on local websites and newsletters
- Paper map of participating outlets for Midwives and Health Visitors to give out
- Guidance document for health professionals and advice centres to support individuals
- Till talkers in participating retailers
- Feedback to Dept of Health re: findings

## Future Plans



- Monitor uptake figures to see if statistically significant changes
- Roll out to other locations e.g. The Leys
- Student volunteer support for this (Oxford Brookes Nutrition)



**Thank you for listening**

### Where can you get the application leaflet?

You can get an application leaflet by:

- Asking your midwife or health visitor for one
- Calling the Healthy Start helpline on 0345 607 6823 and asking them to send you one by post
- Filling in the form online and then printing it off to check and sign at:  
<https://www.healthystart.nhs.uk/healthy-start-vouchers/how-to-apply/>
- Emailing a blank form (PDF) to yourself at: <https://www.healthystart.nhs.uk/healthy-start-vouchers/how-to-apply/>
- Or downloading it directly from the website at: <https://www.healthystart.nhs.uk/healthy-start-vouchers/how-to-apply/>

If you are emailing a blank application form to yourself or downloading it from the website, you will need to have the free Adobe Acrobat Reader to view and print it.

### What you need before completing the application form

- Your National Insurance Number
- Information on the Benefits you are currently receiving
- If your partner lives with you, you will need their National Insurance Number and information on the Benefits they are receiving
- If you are under 18 (or under 20 and in full time education) and live with a carer e.g. a parent, you will need your carer's personal details e.g. D.O.B, NI Number and your carer's partner's personal details e.g. D.O.B, NI Number. You will also need information about any benefits your carer and their partner are receiving.

### How to complete the form

1. On the application leaflet –You need to fill in Part A of the application form carefully in black ink using CAPITAL letters.
2. Take the form to your midwife or health visitor and ask them to fill in and sign Part B (you do not need to pay for this).
3. Make sure all the information on the form is correct and that you and your health professional have both signed and dated it. **IMPORTANT:** forms that have **not** been signed by a health professional cannot be accepted so make sure you do not miss this step out.
4. Send the form to the address below – either write the address on a plain envelope (you don't need a stamp) or use the freepost envelope at the back of the application leaflet.

**Freepost RRTR-SYAE-JKCR, Healthy Start Issuing Unit, PO Box 1067, Warrington, WA55 1EG.**

*Note: \*Working Tax Credit run-on is the Working Tax Credit received in the 4 weeks immediately after a person has stopped working for 16 hours or more per week (single adults) or 24 hours a week (couples).*

*We know that the benefits system is changing and that Universal Credit is being expanded to families. If you are working with a pregnant woman or family with children under four years old who are in receipt of Universal Credit please call the Healthy Start helpline on 0345 607 6823 or email on [helpdesk@tiu.org.uk](mailto:helpdesk@tiu.org.uk) for information about any discretionary support that may be available.*

*Women qualify during their whole pregnancy if they are under 18 when they apply, even if they don't get any of the above benefits or tax credits. To continue getting support from the scheme for their babies, they must meet the same qualifying criteria as other Healthy Start families. It is important that pregnant women under 18 years old tick any qualifying benefits or tax credits they or their family are getting when they first apply, or contact the Healthy Start Issuing Unit to let them know if they start claiming any later in their pregnancy. They must also claim Child Tax Credit as soon as they can after their baby is born.*

### **Healthy Start, what is it?**

The Healthy Start scheme is a Government initiative to improve the health of pregnant women and families who are on a low income or receive benefits and/or tax credits in the UK.

### **What do Healthy Start Beneficiaries get?**

- Pregnant women get one Healthy Start voucher a week worth £3.10
- Parents/carers of babies under the age of one get two vouchers a week worth a total of £6.20
- Parents/carers of children aged over one and under four get one voucher a week worth £3.10.

### **Who is eligible?**

Women who are at least 10 weeks pregnant, or families with children under the age of four, qualify as part of the Healthy Start scheme if:

- They are on Income Support or  
Income Based Jobseeker's Allowance or
- Income Related Employment and Support Allowance or
- Child Tax Credit (but not Working Tax Credit unless the family is receiving Working Tax Credit run-on only\*) and has an annual income of £16,190 or less (2014/15).
- Any pregnant women under the age of 18 when they apply

### **What can the vouchers be spent on?**

Vouchers are posted out every four weeks. They can be spent on milk, plain fresh or frozen fruit and vegetables (fruit and vegetables with nothing added), or infant formula milk in a wide variety of local shops and supermarkets and with milkmen that have registered to take part in the scheme.

### **Healthy Start Vitamins**

Every eight weeks, beneficiaries also get green vitamin coupons with their vouchers, which they can swap for Healthy Start vitamins in their local area. The coupons are either for Healthy Start women's tablets or Healthy Start children's drops.

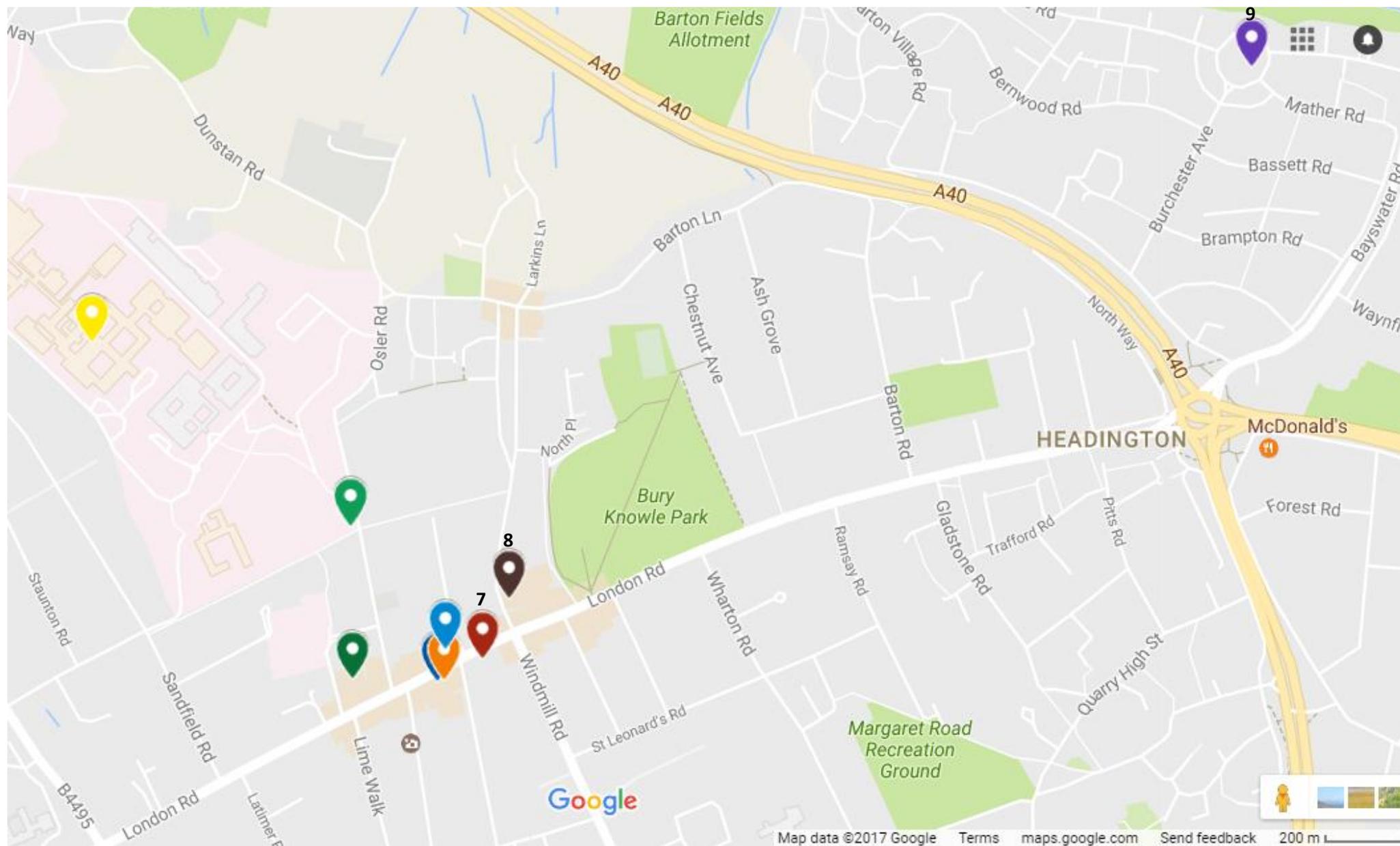
### **Where can the vouchers be used?**

Healthy Start Vouchers can be used at a range of local shops, pharmacies and supermarkets in and around Oxford that are signed up to the scheme.

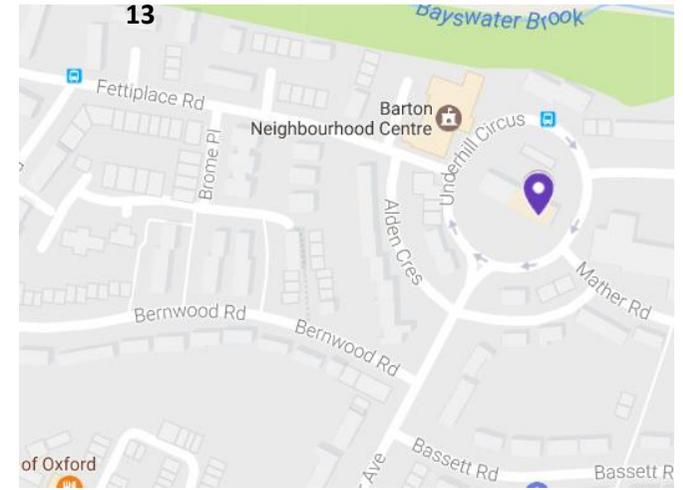
For more information, please visit:

<https://www.healthystart.nhs.uk/healthy-start-vouchers/where-to-use-the-vouchers/>

## Retailers which accept Healthy Start Vouchers in or near to Barton, Oxford



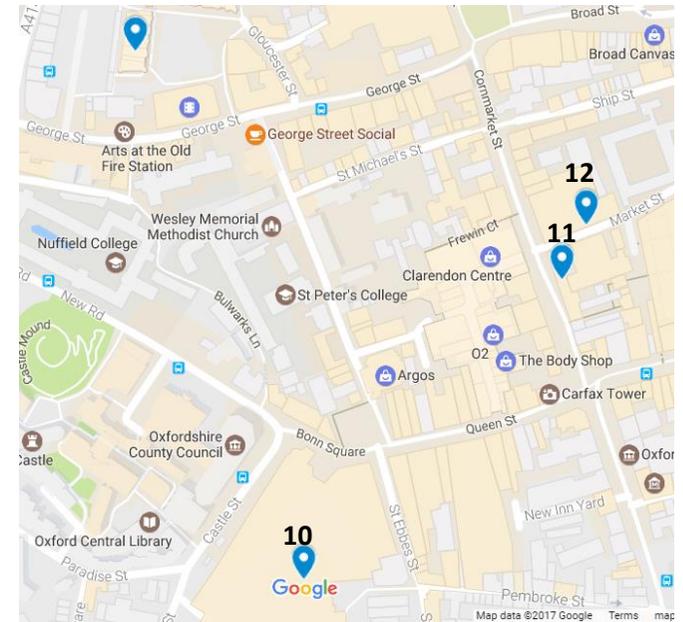
1	McColls	John Radcliffe Hospital	Headington	Oxford	Oxfordshire	OX3 9DU
2	Rowland's Pharmacy	57 Osler Road	Headington	Oxford	Oxfordshire	OX3 9BH
3	Little Waitrose	London Road	Headington	Oxford	Oxfordshire	OX3 7RD
4	Boots the Chemist	96 London Road	Headington	Oxford	Oxfordshire	OX3 9AJ
5	Sainsbury's	98 London Road	Headington	Oxford	Oxfordshire	OX3 9AJ
6	Tesco express	83A-85 London Road	Headington	Oxford	Oxfordshire	OX3 9AJ
7	Iceland	108-110 London Road	Headington	Oxford	Oxfordshire	OX3 9AW
8	Waitrose	Old High Street	Headington	Oxford	Oxfordshire	OX3 9HP
9	Barton Spar	14 Underhill Circus	Headington	Oxford	Oxfordshire	OX3 9LU



Healthy Start Voucher retailers in Oxford City Centre along the Number 8 Bus route:

10	Sainsbury's	21 Wingate, Westgate Centre	Central Oxford	Oxfordshire	OX1 1PA
11	Boots the Chemist	6-8 Cornmarket Street	Central Oxford	Oxfordshire	OX1 3HL
12	Superdrug	11 Market Street	Central Oxford	Oxfordshire	OX1 3EF
13	Arden News	90 Gloucester Green	Central Oxford	Oxfordshire	OX1 2BU

For a map of Healthy Start Voucher retailers closest to you, please visit:  
<https://www.healthystart.nhs.uk/healthy-start-vouchers/where-to-use-the-vouchers/>



HEALTHY START



# Give your family a healthy start!



**Healthy Start Vouchers, what are they?** As part of a National Government Scheme they are **FREE** vouchers that can be used to buy infant formula, milk, fruit and vegetables.

Women and children getting Healthy Start food vouchers also get vitamin coupons to **swap for free** Healthy Start vitamins. Healthy Start vitamins are specifically designed for pregnant and breastfeeding women and growing children.

## Who can use them?

- Pregnant women get one Healthy Start voucher a week worth £3.10
- Parents/carers of children aged over one and under four get one voucher a week worth £3.10.
- Parents/carers of babies under the age of one get two vouchers a week worth a total of £6.20

**£3.10 or £6.20 a week may not sound like a lot, but...**

**£3.10 a week over a year adds up to £161.20 and**

**£6.20 a week over a year adds up to £322.40**

**Where can I find out if I'm eligible? Where can I find more information?**

- Ask your Midwife or Health Visitor
- Visit the Healthy Start Website: <https://www.healthystart.nhs.uk/>
  - Call the Healthy Start Issuing Unit: 0345 607 6823
  - Email the Healthy Start Issuing Unit: [Helpline@tiu.org.uk](mailto:Helpline@tiu.org.uk)